

. KROKMPTION UNIT 46 . Mansey UNIT 30 · Pagicionno Arrian KRORTING UNIT 10 MEROHANT / SPONSOK Computation ADJUSTONANT UNIT 70 8 r 230 · INCENTIUE UNIT · PARTICIPANT 10 UNIT (20) LUSTAWARK / PARTICIPANT #1 Cusronke #2 CUSTOMER # N · PIN . Account # F19. 18 2007 2007 288 28°

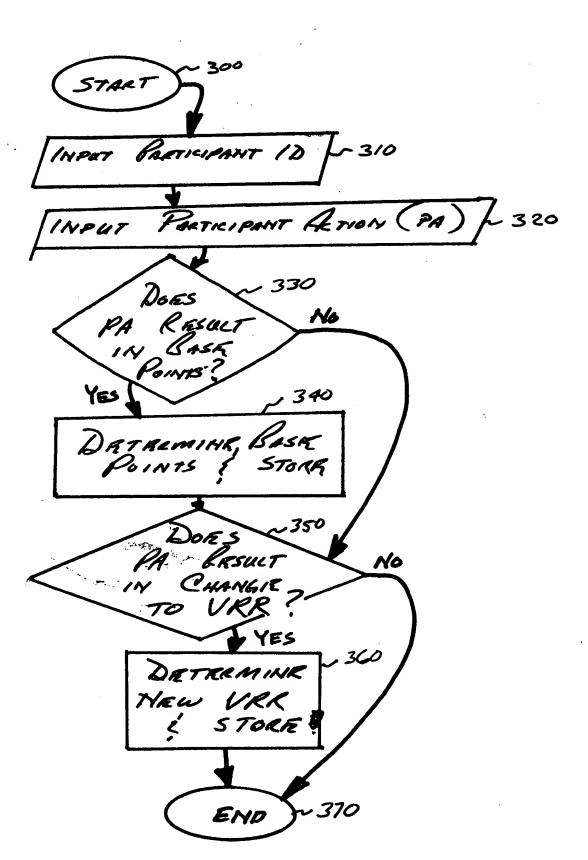


FIGURE 3A

PARTICIPANT ACTION = PA

BASE POINTS EARNED = BP

REDEMPTION RATE = RR

PROGRAM POINTS = PP

System 1: Continuous Redemption

 $PA_1 \Rightarrow BP_1 * RR_{@T_1} = PP_1$

 $PA_2 \Rightarrow BP_2 * RR_{@T_2} = PP_2$

 $PA_3 \Rightarrow BP_3 * RR_{@T_3} = PP_3$

TOTAL PROGRAM POINTS = $PP_1 + PP_2 + PP_3$

System 2: Periodic Redemption

Total Base Points

 $PA_1 \Rightarrow BP_1$

 BP_1

 $PA_2 \Rightarrow BP_2$

 $BP_1 + BP_2$

End of Period 1 (P1)

 $(BP_1 + BP_2)*RR_{@ \text{ end of } P1} = PP_{@ \text{ end of } P1}$

 $PA_3 \Rightarrow BP_3$

 BP_3

End of Period 2 (P2)

 $PP_{@ \text{ end of } P1} + [(BP3)*RR_{@ \text{ end of } P2}] = PP_{@ \text{end of } P2}$

FIGURE 3B

System 3: Redemption only on Demand

Total Base Points

 $PA_1 \Rightarrow BP_1$

 $BP_{1} \\$

 $PA_2 \Rightarrow BP2$

 $BP_1 + BP_2$

End of Period 1

 $PA_3 \Rightarrow BP_3$

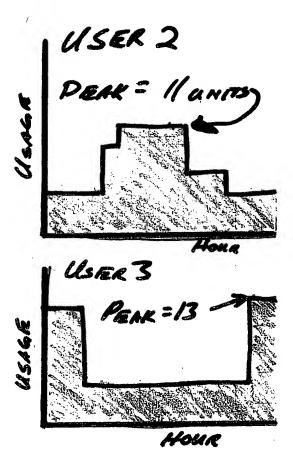
 $BP_1 + BP_2 + BP_3$

End of Period 2

 $BP_1 + BP_2 + BP_3$

Redemption Request made at end of Period $2 + \Delta$

PROGRAM POINTS = (BP₁ + BP₂ + BP₃) x RR_{at time of redemption}



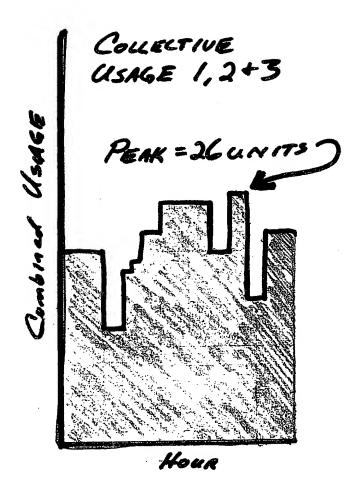
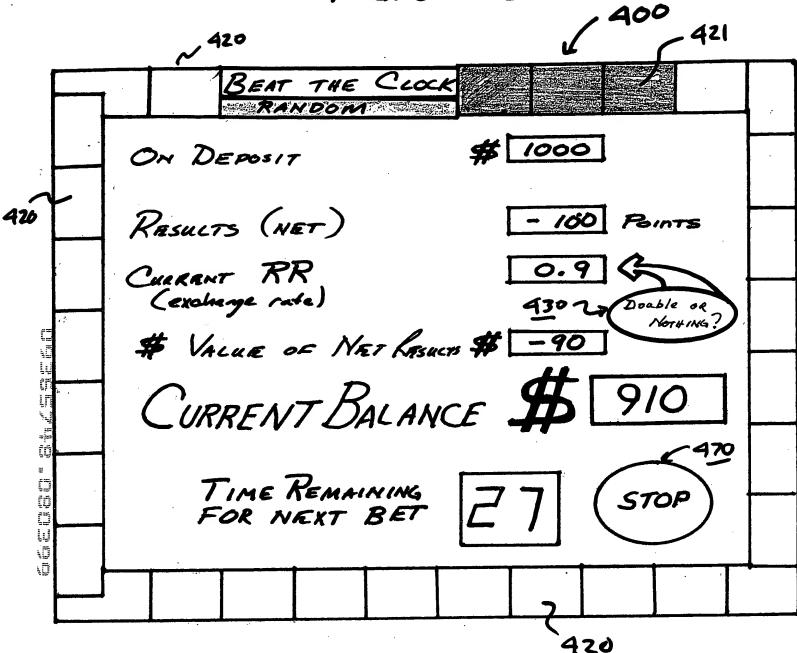
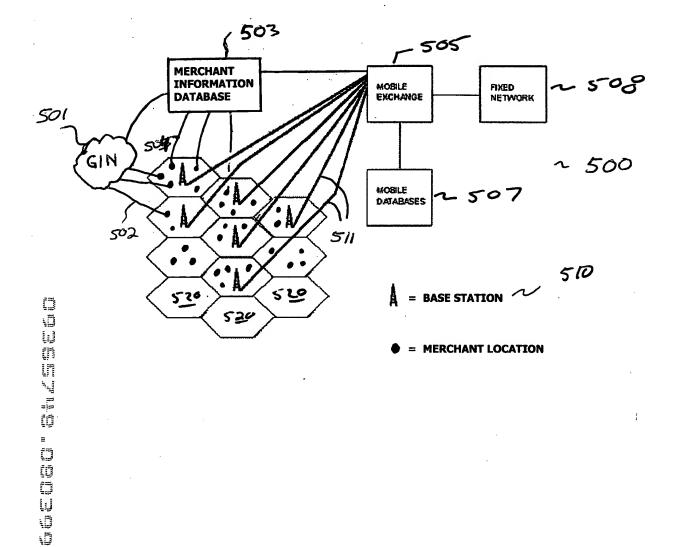


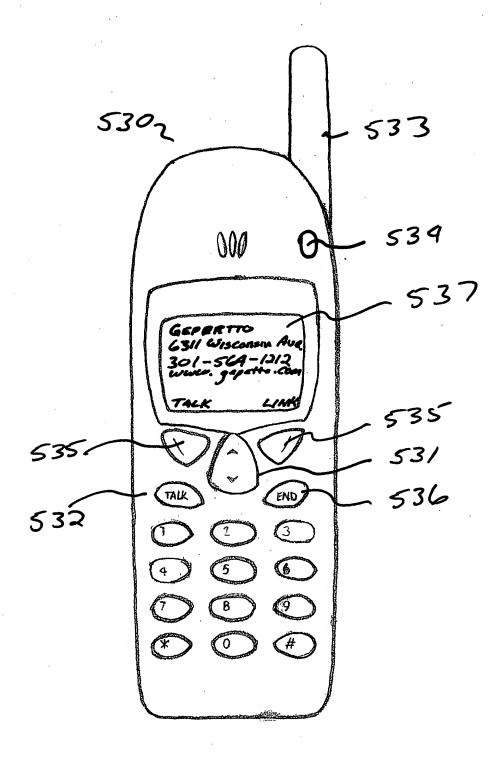
FIG. 5



F14. 6

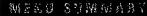


F16. 7



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FIG. 7A



Press Menu followed by the menu number(s).

1 Messages

- 11 Text messages
- 12 Voice Messages
- 13 Welcome note

2 Call log

- 21 Missed calls
- 22 Dialed calls
- 23 Received calls
- 24 Clear call lists
- 25 Call timers

3 Profiles

- 31 Normal
- 32 Silent
- 33 Meeting
- 34 Outdoor
- 35 Pager
- 36 Car (once phone is connected to a car kit)
- 37 Headset (once phone is connected to a headset)

4 Settings

- 41 Call settings
- 42 Phone settings
- 43 Security settings
- 44 Network services

5 System

- 51 Automatic
- 52 Manual
- . 53 New search
- 6 Games

7 CPL Directory

- 71 Where Am I?
- 72 SOS Beacon
- 73 Directory
 - 731 Gas/Service
 - 732 Grocery
 - 733 Hospital
 - 734 Hotel
 - 7341 Budget
 - 7342 Business
 - 7343 Luxury
 - 735 Restaurant
 - 7351 American
 - 7351 Chinese
 - 7352 Fast Food
 - 7353 French
 - 7354 Italian
 - 7355 Japanese 7356 Thai
 - 7357 Other
 - 736 Retail
 - 7361 Bookstore
 - 7362 Electronics
 - 7363 Hardware
 - 7364 Shopping Mall
 - 737 Other
- 8 Calender
- 9 Calculator

F16. 78

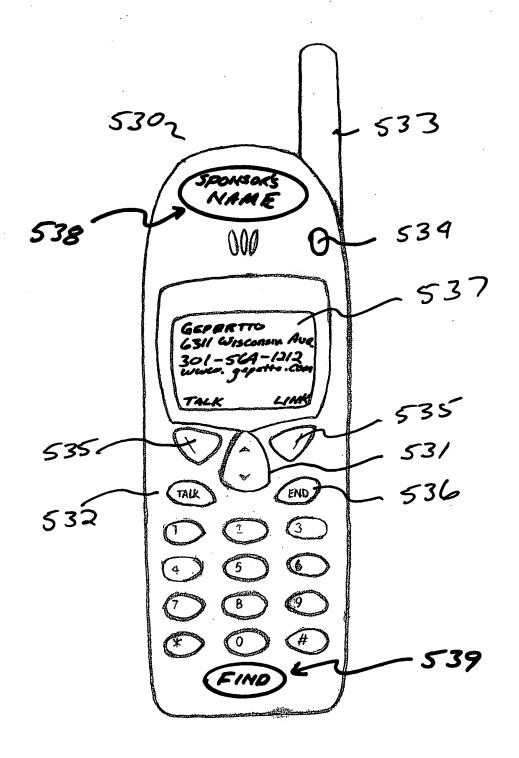
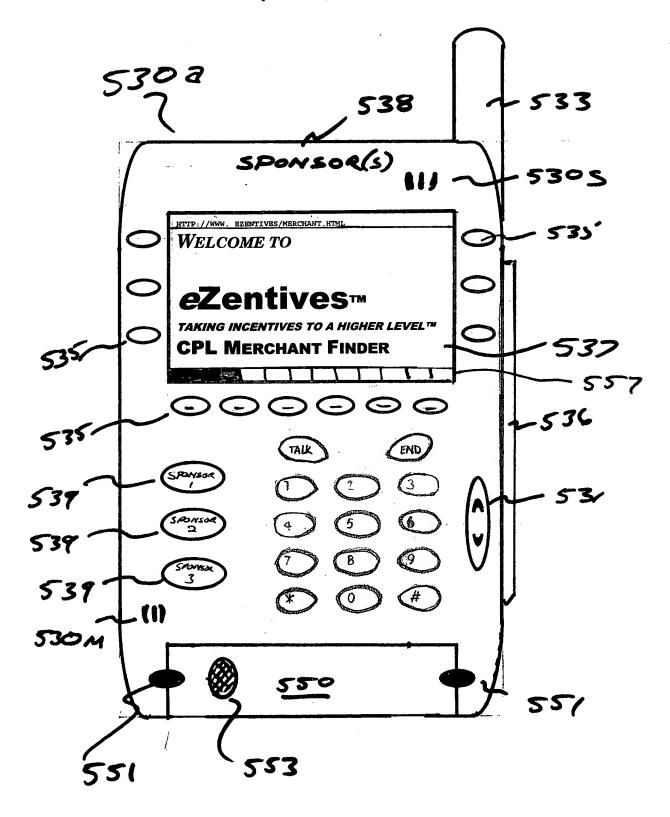
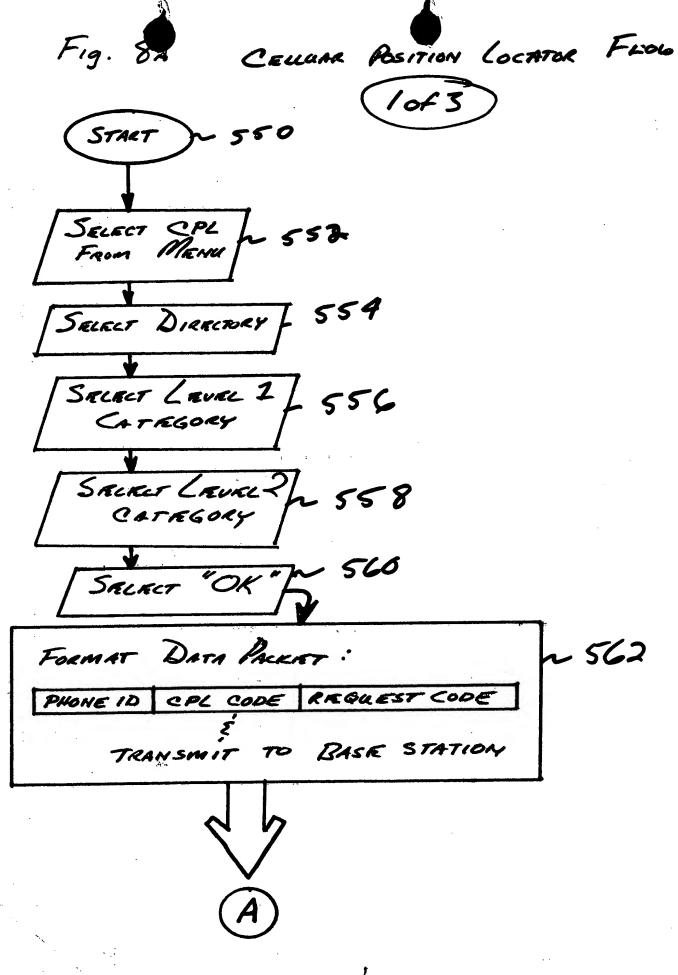


Fig 70



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F19. 88 RECEIVE DATA PACKET AND ADD BASE STATION 10 TO PATA PACKET: Phone ID CPL CODE REQUEST CODE BASE STATION ID FORWARD TO PLOBILE EXCHANG OR OTHER CPL SERVER LURAY DATABASE & KETREIVE MERCHANT ID ALL MERCHANTS WITHIN THE SPRCIFIED BASE STATION AREA(S) THAT SATISFY THE REQUEST IS # OF MERCHANT ID'S BRTREARD > MINIMUM? RETRIEUR CHARRAT MERCHANT INFO FOR EACH MERCHANT ID AND TRANSMIT TO USER



